

UTAH COOPERATIVE MARKETING GUIDELINES

*The mission of the Utah Cooperative Marketing Program is to leverage state and co-op partner funding to **attract out-of-state visitors** to increase tourism expenditures*

Applying for Co-op Marketing money:

- Co-op applications are physically due at the Utah Office of Tourism (UOT) no later than 4:00 pm on the deadline date. **No faxed or e-mailed applications will be accepted.** Applicants are encouraged to submit applications early, as this will allow staff more time to review the applications and notify applicants of incomplete applications. **Applications that are incomplete after the deadline will not be considered for funding.**
- Applicants may be given an opportunity to participate in an oral interview before the Co-op Committee during the application review process.
- Members of the Co-op Committee will individually review and score the qualified applications and make funding recommendations to the full UOT Board.

Who may apply for co-op marketing funding?

- Cities, counties, non-profit destination marketing organizations (DMO's), and similar public entities (as outlined in the legislation)
- If an applicant chooses to submit a joint application, the applicant's partner must also be a qualified non-profit DMO or similar public entity

Eligibility requirements:

- Non-profit organizations that have been in existence for a minimum of one year, in which the primary goal is to attract and retain additional visitors for Utah through tourism promotion.
- DMO's: Destination Marketing Organizations, such as Chambers, Convention and Visitors Bureaus and Regional Tourism Organizations.
- PSO's: Public Sector Organizations, such as Events, Festivals, Associations, Attractions, Recreation and Entertainment Venues.
- Organizations exempted from Federal Income Tax under Section 501 of the Internal Revenue Code.
- Applicants may not use the 501 (c) status of another entity or their out-of-state parent organization.
- No qualified entity may serve as a fiscal agent for a non-qualified entity.
- Co-op funds cannot be matched with other state dollars. Applicants (and joint applicants) will be required to identify the source of their matching funds and any state support they are currently receiving.
- Joint applications are encouraged. Partnerships between tourism entities will be given greater consideration. When submitting a joint application, one organization must be the primary organization for the application. Please list the names of the other partners on the application.

Application Review Process:

1. Applicant submits 12 complete copies of its application to the UOT by deadline listed above.
2. Staff reviews applications for compatibility with the co-op marketing guidelines. Staff will review and determine the level of funding for applications requesting between \$1,000 and \$2,500.
3. Members of the Co-op Committee will individually review and score the qualified applications and will make its funding recommendations to the full UOT Board. The committee also determines whether the agreement needs to be a Memorandum of Understanding (MOU) or a State contract (according to State of Utah Policies and Procedures). Contracts will be required for the following:
 - First time event regardless of the entity
 - Entities in business less than three years
 - At the discretion of the board.
4. UOT Board will consider the Co-op Committee's recommendations.

Please note: There is no guarantee that all applicants will be awarded funds. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Any and all decisions regarding awarding funds are at the discretion of the Co-op Committee, Board of Tourism Development, and the Utah Office of Tourism (UOT). The Co-op Committee reserves the right to adjust funding parameters in accordance with the number of proposals received and available funds. Greater consideration will be given to joint projects and to projects that demonstrate the highest potential for economic impact from out-of-state visitors. For event applications, applicant should demonstrate the ability to execute the event with or without financial assistance from the Co-op Program.

Use of the Utah Logo

All projects must utilize the state brand and have a call-to-action. The Co-operative Marketing program is intended not only to market your project/event but also to extend the brand of the state. It is important that we work together to make certain that Utah's brand and logo is effectively used in all marketing materials. Use of the UOT logo must be in accordance with the UOT Brand Guidelines which can be found at www.travel.utah.gov/logoguidelines. Please submit final drafts of all projects/event materials via email to both Kelly Day (kday@utah.gov) and David Williams (dmwilliams@utah.gov) for approval prior to print, distribution, public release, publication, etc. Please allow a minimum of five (5) working days for approval.

Partner Logos

Logos of applicants and their partners (including private businesses) must be declared in the application and approved by the UOT. Logos representing alcoholic beverages, tobacco products, and/or sexually oriented products and services will not be permitted.

Scoring / Ranking

An objective review to score each application will be based on the following point system scale:

Thoroughness – 5 points

- Application responses clear and complete – 5

Project Design – 40 points

- Clearly defined goals and objectives that are realistic – 10
- Ability to attract and/or target new markets – 15
- Integrated marketing plan, strategic plan or other cooperative marketing plan – 10
- The ability to service out-of-state visitors – 5

Accountability/Economic Impact – 55 points

- Benefit to the community – 5
- Reliable tracking mechanism – 10
- Expected revenue and positive economic impact generated – 25
- Reasonable cost/benefit ratio – 15

Bonus Points – 15 points

- Joint application with other qualified entities – 5
- Projects aimed at attracting more out-of-state visitors during the shoulder seasons – 5
- Counties in areas of the state that are in the greatest need of financial assistance – 5

Scoring Parameters

- Projects must receive no less than a score of 75 or higher to be eligible for funding. Those who score lower than 75 will not receive funding.
- Preference will be given to new markets and new products.

Co-op Funding Policy

1. UOT will match up to 50% of total project.
2. Qualified applicants may apply for up to \$250,000 per entity per funding cycle. Multiple applications may be submitted by a single entity but the total amount requested cannot exceed \$250,000. No application will be considered for co-op funding below \$1,000.
3. Required Match – Applicant must demonstrate that it can match its co-op request with non-state funds. In-kind gifts will be acknowledged, but are not eligible to be considered as part of the match.

Eligible Projects (All projects must be directed at out-of-state visitors)

- Print – Newspaper / Flyer / Direct Mail
- Electronic – TV / Radio
- Publications – Magazines / Guides
- Trade Shows – Travel Trade
- Out-of-home / Billboard / Non-traditional / Sponsorships
- Web / Internet / Technology – Pay Per Click / E-mail
- Collateral – Brochures / DVDs / CDs - with no postage being paid for operations, postage paid only for new market reach
- Conventions – Marketing to out-of-state visitors
- Consumer Shows – New / Expanded reach – Booth / Registration

Ineligible Projects:

- Administrative costs (i.e. – salaries, travel, food, beverages, lodging, and entertainment for personal and/or volunteers of organization, or gifts)
- Tangible personal property (i.e. – office furnishings or equipment, permanent collection of individual pieces of art, etc.)
- Interest, reduction of deficits or loans
- Scholarships, endowments or cash awards of any description
- Direct funding to acquire, construct, extend or maintain a facility
- Activities or materials which violate State or Federal laws

Payment and Reporting:

- If an MOU is issued, 50% of the total award will be paid upon receipt of a signed MOU along with an invoice for said amount. The remaining 50% of funds will be issued upon the UOT receiving a written progress report within 90 days of the completion of the project along with an invoice.
- If the committee determines that a contract will be issued, terms and conditions will be determined and payment will be made accordingly.
- All applicants must submit a written progress report within 90 days of completion of the project, event, activity, season, etc.

Send all 12 copies of your completed application to:

David Williams
Utah Office of Tourism – Co-op Marketing Program
Council Hall/Capitol Hill
300 North State Street
Salt Lake City, UT 84114